

ED 024 433

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The Continuing Role of the New York State Library in Statewide Audiovisual Activities.

Spons Agency- New York State Library, Albany.

Pub Date Nov 67

Note- 41p.

EDRS Price MF-\$0.25 HC-\$2.15

Descriptors- \*Audiovisual Aids, Audiovisual Programs, Consultants, Inservice Education, Librarians, Library Collections, Library Cooperation, \*Library Networks, \*Library Programs, \*Library Services, \*State Libraries

Identifiers- \*New York

This report reviews the status and development of audiovisual activities at the state level from 1963 to 1966 and makes recommendations for future development. A growth in total audiovisual commitment is shown in the increased activity of the State Library, including the employment of an audiovisual consultant, and the fact that more library systems now have audiovisual staff than three years ago. Recommendations for the State Library involve building and improving all audiovisual materials resources and improving service to library systems through an information bulletin, exhibits, union catalogs of audiovisual materials, studying interlibrary loan procedures, assuming an active role in the development of all educational television activities, and investigating the employment of specialists to train librarians in audiovisual techniques. Recommendations for library systems headquarters include: (1) adequate collections of recordings for general use, general interest films, and audiovisual materials for reference and information purposes, (2) performing a clearinghouse function for audiovisual materials and service information, (3) employing a full-time audiovisual librarian, and (4) conducting workshops for local libraries. Suggestions for intersystem activities emphasize working together on joint acquisitions, distribution, program evaluation, and policy recommendations. (JB)

LI 001215

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STATEWIDE AUDIOVISUAL ACTIVITIES

Professor Harold Goldstein  
Dean, Library School  
Florida State University  
Tallahassee, Florida  
November, 1967

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### Acknowledgements

As was true in 1963, the consultant's field visits in 1966-1967 were made profitable and enjoyable through the kind and sincere attention paid him by audiovisual consultants and library directors of the system visited. Each person who was so interested as to give a good part of a working day deserves the thanks of all who are concerned with the improvement of this phase of librarianship.

The Advisory Committee\* served valiantly to assist this consultant and the Division of Library Development consultant staff in framing the problems, discussing alternative suggestions, and in helping to formulate the recommendations given in the report. Their devotion to this task deserves the highest praise.

Finally, Miss Jean L. Connor, Director, Division of Library Development, Mrs. Joan Clark, Films and Recordings Consultant, Division of Library Development, and Mr. Jack B. Spear, Head, Special Service Section Division of Library Development, were a most effective team in their painstaking attention to the details of this report. Their advice along with the help of other state specialists, is reflected in whatever merit this study has for the future development of audiovisual services in New York State.

\* The Advisory Committee is listed in the Appendix to this report.

## SUMMARY OF RECOMMENDATIONS

1. Recommendations for the Division of Library Development, New York State Library.A. Materials (resources) of all types.

## 1. Finance a pilot (experimental) contract with the Syracuse

University Film Service for an initial selected list of suitable 16mm film titles to be used state-wide by systems, and then later a larger list of titles from S. U.'s catalog for expanded film use by system and independent libraries.

2. Expand the state library's 16mm collection to approximately 3,000 titles (including an appropriate number of duplicates). Such a collection size should provide for reasonable expansion during the next 3-5 years if the original suggestion (1963) of specialization is continued.

3. Establish a demonstration-type collection of transparencies, filmstrips, and other visuals, for inservice training, cartridge and reel audiotapes for nonmusical content, and, eventually, videotapes.

4. Build phonorecord and tape resources in all nonmusical areas (speeches, drama, readings, interviews, etc.) No musical content should be maintained in the state library's collection, since it is generally agreed that such a resource will follow in its growth the specialized pattern of the film collection.

B. State library services to systems

1. Establish a more detailed and complete audiovisual bulletin/information service which can provide a continuing source for

## SUMMARY CONTINUED

program ideas, materials information, and systems reports (in past, based on the use of state agency materials).

2. Establish and maintain an exhibit area and information service in the future new quarters of the Division in the Mall Building, the purpose of which is to provide librarians throughout the state with a demonstration of what library developments are taking place at systems and local levels.
3. Finance the establishment and maintenance of union catalogs for audiovisual materials, exclusive of musical recordings, available to systems in a form easily updated and duplicated.
4. Fund a study of interlibrary loan practices for audiovisual materials, with the objective of establishing a distribution, duplication of materials, and intersystem responsibility policy statement for the most efficient and widespread distribution of these materials. The findings of this study should be incorporated in the state library's policy statement.
5. The Division of Library Development should obtain, as part of the resources in the Special Services Section, copies of audiovisual materials produced by other state departments. Information about such items should be included constantly, as it is available, in any bulletin produced by the state library agency.
6. The Division should assume an active part in the development of all educational television activities (which are the responsibility of the Educational Communications Division) in the State

## SUMMARY CONTINUED

Education Department. Such an activity might demand the services of a library service program specialist, with television experience, to provide adequate feedback, for library services purposes, from the statewide educational television enterprise.

7. The state library should investigate the hiring of specialist personnel whose responsibilities will be for the inservice training of librarians about audiovisual techniques, materials selection, and programming.

## II. Recommendations for Library Systems.

### A. Materials (resources) of all types.

1. Each system should be self-sufficient in musical and non-musical recordings (tape and disc) for general use.

2. Systems headquarters should maintain an adequate reference/information resource which contains a variety of audiovisual forms.

3. Systems headquarters/film collections, for the nineteen operations outside of New York City, should represent a strong general interest, and should number about 300 titles (with duplicates where warranted).

### B. Audiovisual services at the systems level.

1. Systems headquarters should take the initiative for the operation of adequate clearing-house functions dealing with audiovisual materials and service information.



## SUMMARY CONTINUED

2. Systems headquarters should have an audiovisual librarian as a full-time professional staff member.
3. Systems headquarters should set up and maintain inspection procedures for all films held at their headquarters, and for regular inspection of the member library collections.
4. Systems should conduct workshops for member-nonmember local libraries which furnish information about audiovisual programming with a view toward establishing more effective uses of nonprint.

III. Intersystem considerations.

## THE CONTINUING ROLE OF THE NEW YORK STATE LIBRARY IN STATEWIDE AUDIOVISUAL ACTIVITIES

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In December 1963, this consultant wrote a report to the New York State Library on the future role of that agency in the area of audiovisual activities. The bulk of that report concerned itself with recommendations for the state library, and there was some attention to the problems within systems about the instigation and expansion of nonprint resources and services. The major recommendations offered then were:

1. For the state library: to build a special film collection in depth; to engage an audiovisual consultant; and to shift all other collection foci from general to limited, or specific, ones so as to both encourage system strength and to provide in-depth coverage.
2. For systems: to provide information about audiovisual resources; to work toward system-owned, or intersystem controlled, resources; to stress inservice training programs which would encourage and consolidate services at system and local levels.

In view of the continuing progress and enlarged interest, the same consultant was asked to review the status and development of audiovisual activities in 1966, and to report on suitable steps for increased development in the years ahead.

During the same period, 1963-1966, the entire library system structure

has been studied and evaluated. At the end of March 1967, a systems evaluation meeting was held during which the progress and problems of library service, through systems, for the entire state were discussed. A full report, Emerging Library Systems,<sup>1</sup> has been issued on the progress of system library services during these years; that report offers relevant and important recommendations for all library services during the years ahead.

The earlier audiovisual survey report made by this writer dealt with both the state library and the systems, although more attention was paid to the problems at the state level. During the past three years, the state agency has faced many more problems involving system developments and relationships of greater concern than one single aspect such as nonprint activities. For example, during the past year and more, the 3-R's program has begun to function both experimentally and practically, based on an earlier report.<sup>2</sup>

What has been the progress in audiovisual achievements at the state level during 1963-1966? One important accomplishment has been the employment of an experienced audiovisual consultant to aid in training, planning services and their implementation, and, in the cooperation with other state library staff, to enlarge library concerns for this area. While the consultant has been available for only a portion of this period, her labors in behalf of better audiovisual understanding and service indicate the total work to be done across the state, and further confirm the continuing role of the state agency in a working relationship with systems.

The 1963 report recommended that the collection of films at the state

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1 Emerging Library Systems ... N. Y. State Education Department, February, 1967.

2 N. Y. (State) University. Report of the Commissioner's Committee on Reference and Research Library Resources to James E. Allen, Jr. Albany, December 1961.

agency be redirected from a general one to a resource in depth which would furnish films normally unobtainable in smaller collections. At the time of the investigation, the collection in Albany numbered some 1,200 films; it is now about 1,900 items. Recently purchased titles have been those of good quality, generally, and the direction of acquisitions appears to be to obtain the valuable, important, and more expensive titles for this top-level resource. Expenditures have increased greatly during the period, and circulation of all types (packet and single titles) has also increased.

The phonorecord collection has not grown greatly in size, compared with films, because of the changing nature of requests for such materials. It was recommended in 1963 that this collection be changed from a general resource for loans to one primarily useful for special program materials. Statistics of holdings for the Special Services collection indicate that it has both dropped in circulation and held its acquisitions to a low figure during the past several years. On the other hand, many systems members reported that they have begun phonorecord collections during the last three years, thus requiring less service (loans) from the state agency.

As a result of the inservice training work of the audiovisual consultant of the state library, increased system attention to audiovisual services has made it possible to involve more librarians in audiovisual practices. However, the inservice training aspects are important enough to require more attention than can be given by one person. Within the state agency, the obvious relationships between all specialist personnel have helped to strengthen the audiovisual aspect of full library service.

With respect to system advances made in the light of the previous recommendations, several accomplishments should be noted. Holdings of materials, mainly film and records, have increased significantly, even if

such holdings are not schematized into specific standard collections. The Evaluation Study indicated that at least 10 systems own 200 films or more; nine systems have audiovisual consultants; nineteen systems together own nearly 10,000 films and filmstrips, an increase of about 80% since 1960 (and a definite one over 1963)<sup>3</sup> At the end of 1965, also, systems holdings of phonograph records totaled 327,143, an increase of over 40% since 1960.<sup>4</sup> All systems now make films available, according to this study.

Such numerical strengths are gratifying, even if they do not meet fully ALA standards, because they indicate that work at the state level in spreading the gospel has taken effect. There are, to be sure, still some holdouts from this involvement; but there will be such resistance from a number of librarians and trustees for a long time to come. However, fewer persons charged with executing broad-based library programs are now as reluctant to deal with nonprint as was the number three years ago.

Some systems have strongly supported audiovisual concepts with an increased program of useful publicity. As public information about library services increases, use will increase also. An important concern is how to provide full feature information bulletins, which in turn show relationships between all of a library's, or system's, activities and resources.

It is impossible in either few or many words to do justice to any growth in services or strengths beyond such simple acknowledgment as given above. These remarks do not reveal the great effort, expenditures of time and money,

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3 Ibid., pp. IV-51.

4 Ibid., pp. IV-54.

and continuing evaluation of results which come from such increased attention. The fact that statistical evidence is available to corroborate such increases also is no real measure of the significance of the advance. If it is true that audiovisual services have extended the concept of the library, the full value of this extension with respect to the total library program is unknown.

Since 1963, other federal aid programs besides ISCA have been furthering the educational resources and services of all types of libraries. Titles II and III, ESEA, and Title II, HEA, have brought forth a wider concept of materials needs and uses; in turn, these programs have promoted pressures for more effective relationships with public libraries. New York State has furthered an important program through its Boards of Cooperative Educational Services (BOCES), which have helped provide better total resources. This approach, as an example, indicates the constant attention in today's educational responsibility to all forms of materials and attendant services.

In the earlier audiovisual survey, some attention was given to the problem of providing a full range of nonprint materials, even though it is understood that mainly film and records are the stock in trade of almost all public library audiovisual activities. It was suggested that the state library procure and distribute a limited collection of other aids -- filmstrips, slides, programmed materials, etc. -- while systems were not specifically urged to add such materials. Underlying this statement is an important basic problem: should the library represent its audiovisual service by only the two most widely demanded and used forms, films and recordings, or should it be a full materials resource center?

It may well be that some systems, still struggling with traditional yet daily operations, can begin to work with the concept of more-than-the book



through judicious attention to slides, filmstrips, packaged exhibits, etc.

It was suggested in the 1963 report that local libraries should explore such homely, but appropriate, avenues of interest as home film making, slide collections and other projected materials, and resources in private hands. While the museum function must be avoided, it is useful for publicity, and for other reasons to seek out whatever local activities may be found in the area of nonbook materials. Further, many present sets of slides or other materials may be of use to nonstudent groups for their own programs, or for providing general background information.

But a library today cannot afford a cutoff philosophy which implies that is meeting either audiovisual commitments or fulfilling modern library objectives on the basis of the simpler nonprint materials collections. No one form can be fully sufficient, any more than one Dewey class constitutes an adequate collection. If a library is now experimenting with a limited involvement in one audiovisual resource, it must be prepared to deal with other forms in the future. It is not implied here that all libraries of any size will stock all audiovisual materials; rather, all libraries must be aware of what is available, how new materials can be used, and from where they can be procured.

The state library, now and for a long time to come, will need to "demonstrate" to local libraries, through systems, a variety of improved techniques and concepts, of which the audiovisual area is one. For the past several years, rightly in this consultant's opinion, stress has been laid on films and records for two good reasons: (1) the mechanics, expense, and training aspects must stem from a top-level resource; (2) the agency is responsible for encouraging -- even mandating -- adequate levels under which its materials are used or supplied. Therefore, if films and records collections were to be

consistent with standards and with valid library objectives, the state agency was and is the only place to promote statewide attention to such resources and services. The need for a superior resource of films, such as a special focus collection, is still evident; now, it has been shown that recordings can be supplied at systems and local libraries levels, which is proper for this less expensive and more easily handled form of material.

The state agency's concentration on two major audiovisual forms means eventually a better total resource of these types for all agencies; on the other hand, sample or limited collections of materials from the state library of a simpler form for demonstration is not necessarily a commitment for a long time. The problem of coordinating the major form with the minor one is real; but it should be remembered that the major direction has been firmly established, and it must be both continued and enlarged.

All state agencies face the problem of how best to approach other levels of service with ideas, aid, and direction. The relationships between the state library and systems engendered through consultation, inservice training, direct aid projects, and through additional ways are evidence of the understanding between the state agency and those other levels of service. From the administrative-organization viewpoint, there should be a close rapport between all levels with respect to audiovisual affairs. But since this activity is not held by all as fundamentally important, it is necessary for the state agency to exert more drive to achieve even minimal activity among the largest number of libraries. One such direction has been the constant availability, imperfect as it might be, of films, film advice, general information, and most recently, the services of a trained consultant. Another device has been the structuring of inservice training institutes; a third activity is seen in the growth, through consultant interaction, of the



role of the audiovisual services in all aspects of a library's functions.

Certainly the work of the audiovisual consultant and the increased strength of the total consultant staff have helped provide a bridge to better full utilization by system and local library resources. This constant activity by state library personnel is a demonstration of the model-- cooperative sharing of the available professional staff -- which was suggested in the 1963 report. The fact that a larger number of systems now have audiovisual staff than was found three years ago is evidence that the model works, and it suggests that future, total system involvement will follow from this present stage. The ideal pattern of local-system-state library relationships stems from this kind of staff involvement, including funding of projects from state and federal aid programs, and within this sphere of activity the audiovisual direction of the state library is necessary and desirable.

With these general observations as evidences of growth in audiovisual commitments, the following recommendations are made, first for the state library, and then for systems.

I. Recommendations for the Division of Library Development, New York State Library.

A. Materials (resources) of all types.

1. Finance a pilot (experimental) contract with the Syracuse University Film Service for an initial selected list of suitable 16mm film titles to be used state-wide by systems, and then later a larger list of titles from S. U.'s catalog for expanded film use by system and independent libraries.

There is a major resource at Syracuse University which might be considered as a general film collection for use by systems and/or their members. If this center can be contracted with to supply films, the cost, divided on some equitable formula between system and local library, would be many times

lower than the totals to be spent to build and service individual system film collections. The kinds (subjects), levels (age program), and number of films potentially available from this center appear to be at first glance limited mainly to nonadult, classroom titles; but this supposition does not necessarily negate the effectiveness of using such a resource. More importantly, how willing would libraries be to use the services of a remote center, even if that center were shown to be the most economical, if not the fullest, service center? Film users, as do book users, want their material now, and the problem of service from afar may be defeating to the hesitant librarian who isn't sure any aspect of the audiovisual program is going to work, even with local resources.

An experiment at Syracuse University during 1965-66 indicated that a computer-based control system for a statewide film library network could handle all educational organizations in the state. The significance of this study, which did not include public library film operations, is that it is entirely feasible to look toward a single center which will book, distribute, and account for all film use statewide under normal circumstances. In the study, BOCES and other resources were investigated -- the holdings of the experimental supply centers were more than 16,000 prints.<sup>5</sup> Assuming, for discussion purposes, that public library resources would add another 8,000 prints, the incorporation of this additional data into the central computer control could hardly undermine the findings reported for this simulation study. It is obviously of great importance that future library film services be related to such a projected control system in order to add some of the great range of films already available, as well as to provide more efficient total service.

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5 Summary of the Final Report on a Computer Simulation of a Statewide Film Library Network. Mimeo.

The report also mentions the interesting fact that, eventually, all educational media could be so centralized; e.g., when the full operation of the state educational television network is at hand, films could be videotaped for dissemination over this network via tape. Libraries could, obviously, share in such activities.

A possible solution to the problem of additional film resources might be: (a) the state library would contract with Syracuse University for general film use, with systems headquarters serving as clearing houses for requests; Systems will provide intermediate level specialties (seasonal titles, etc.) through their own collections and purchases; (b) the state library will supply programs in depth those subject areas which it collects. This plan involves sufficient spending at the system level to provide such a middle-strength backstopping service for films, while the state agency collection builds continuously in full strength in certain subjects. The local library will find available a sufficient number of common titles from the Syracuse center (or from other resources in the state) to satisfy the usual program demand, whether individual or organizational, in relatively quick delivery time.

Would the use of such a center work better than the present structure of building resources slowly in each system, which is the typical approach everywhere? It could, if it were accepted that there is more than one type or level of film which is useful, dependent on staff knowledge of both film content and programming needs. All too often, it appears that the "general adult" film is the only useful item; in reality, however, too many librarians are unfamiliar with a broad enough range of film fare to see possible applications of pre-labeled "classroom" films. For example, all (or any) of the

standard series for high school students -- social science, science, etc. -- contain content which might be eminently useful for adult programs under proper program conditions. There is use for a great range of library-sponsored programs which explain today's education to those who were educated yesterday; the judicious use of such films could be an effective way to work with related agencies.

It was suggested that the experiment with Syracuse should, initially, revolve around a list of approximately 400 titles which are the most useful ones for public library film services. These titles should be made available from the Syracuse center as part of the contract, with their selection being made by the audiovisual consultant of the State Library. Some experimentation with the use of other types of films for library needs could be a useful additional benefit from the Syracuse contract.

If the contract is executed, accounting of the number of rentals should be analyzed to determine whether some systems are renting large numbers of prints. If it proves necessary and if this pilot contract is maintained, the state agency could establish a scale of free rentals for system use. This scale might be based on the number of titles in the system collection vs the number of local libraries borrowing films. If system "A" exceeds the guaranteed number of rentals, it will pay for all additional requests from the Syracuse center.

As a result of a suggestion made at an early Advisory Committee meeting, one means of better communication between the state and the system has been implemented -- the installation of a teletype to expedite film request handling. What remains to be explored is the actual transportation machinery which would insure the quickest, more reliable delivery and return of film and other materials. If, further, other materials are made available for system use, the order system will need to be virtually foolproof to match

the efficiency of the delivery channels.

2. Expand the state library's 16mm collection to approximately 3,000 titles (including an appropriate number of duplicates). Such a collection size should provide for reasonable expansion during the next 3-5 years if the original suggestion (1964) of specialization is continued.

This collection would become the model for future film resources policy at the state agency. The subject categories should remain generally the same as those suggested in the earlier report. It would be advisable to appoint a screening committee made up of systems audiovisual experts, the state's audiovisual consultant, and several non-library personnel (e.g., EFLA, distributor representatives, etc.) to meet, perhaps quarterly, to review the growth of this collection. This review body could assume responsibility for helping to expand the collection in new directions, as interests and production together indicate.

This consultant does not envision the state library's collection of the future as the largest resource in the state; rather, it should be a uniquely valuable collection in depth for those interest areas which present development suggests as being most useful in depth. The state library should not ever become the giant resource merely because it might best afford such strength; rather, its continuing value should be on the basis of two major objectives: experimentation, and leadership.

The experimentation objective can both stem from and result in the purchase, for systems needs, of a variety of new forms of cinema are -- those of unique significance to the understanding of the media and for the purposes of library programming. Under this head, 8mm (most probably, super -8) films must be considered, and made available in the same way as



16mm prints. As this form develops and standardizes, it should be possible to screen and select titles in the same way, and for the same reasons, as the older 16mm form.

Leadership can be demonstrated by this additional responsibility, and in another way. The position of the state library vis-a-vis systems on the one hand, and sources of materials on the other hand, suggests that this agency might promote a series of discussions between producers and users (library audiovisual personnel) to help obtain much needed material not now available. Again, the screening committee, with state agency sponsorship, can plan a valuable leadership role in such dialogues which, hopefully, can result in the production of a much better variety of 8mm (and 16mm) films than could otherwise be obtained.

These points, including the nature of the state agency's collection, should be stated in an acquisitions policy statement about audiovisual materials, issued by the state library for systems use. The statement should include:

- (a) Definitions of the scope of the 16mm (and future 8MM) film collection;
- (b) Responsibilities of the state agency and the systems for the selection of materials;
- (c) Limitations on the expansion of the state library collection;
- (d) Relationships between the state library, systems, and other state institutions in regard to film selection and acquisitions.

Under Title IV-A, L. S. C. A., the state library can assume responsibility for supplying materials to institutions. Should materials for these agencies be of concern in the building of a master resource? Many institutions can

operate more efficiently in the procurement of needed materials on a direct loan basis -- from local libraries, commercial and other resources. If the state's collection is to be capable of handling such needs, will the recommended directions for expansion include potential use by other institutions, thus possibly requiring a different number and level of materials than at the depth/specialty one?

This problem is relevant to the acquisitions statement, as well as a matter of concern in the development of state library program funding under all the titles of L. S. C. A. It is recommended that institutional support be given within the present; future collection specialty and depth/ however, if other kinds of materials are required, they should be provided, within funding possibilities, from other sources (Syracuse, if a contract is made; commercial sources, etc.)

3. Establish a demonstration-type collection of transparencies, filmstrips and other visuals, for inservice training, cartridge and reel audiotapes for nonmusical content, and, eventually, videotapes.

The state library should not plan to expand its range of audiovisual materials to encompass a master collection in all these forms. Rather, the intent is to stimulate interest in and provide basic orientation to the value of these materials for a variety of library uses. A group of associated equipment will be necessary for the demonstration/orientation phase suggested, but it is not the purpose of this recommendation to lead the state library into providing an equipment pool of any size.

During this phase, such necessary equipment can be loaned to systems with the materials as part of the training venture. In the future, if equipment and materials are to be useful, systems and local libraries must provide them.

Training is defined here in two ways: exposure to the materials for demonstration; and the use by librarians of the various forms for a variety of staff and other continuing training activities. For the demonstration phase, the state agency should stand ready to supply equipment and materials, as mentioned. For the training programs at systems and local library levels, however, it is proper that these other units supply their own equipment, even though they may occasionally borrow materials from the state.

It could be important for this use to have the state library consultant staff aid in the selection of such materials. The state library could help also in wise investment in equipment through the publication of a consumer-appraisal-type information bulletin which would serve systems in their purchases of all audiovisual equipment.

4. Build phonorecord and tape resources in all nonmusical areas (speeches, drama, readings, interviews, etc.) No musical content should be maintained in the state library's collection, since....a resource will be reduced in size so that other specialized resources in the state might be used.

The restraint implied in this recommendation is against continued, and, especially, expanded involvement with musical recordings. Even if there were a fulltime recordings consultant, it is probable that present superior resources elsewhere should be investigated as to use, or for supplying experts to help select such materials. The nonmusical field of recordings is presently numerous and extended enough to afford sufficient concern for the selection and acquisition of the best useful material.

While some of the suggestions above may be thought of as clearing-house or demonstration level activities, the emphasis is on the continued



maintenance of to-level resources for use in depth by library systems. The model is to be the state library's resources, since it is apparent that none of the present systems (except for Rochester) is capable of matching either present or future collections.

Indeed, the three major resources within the New York City area, for a variety of reasons, do not give evidence of any impetus in the promotion and expansion of audiovisual resources and services. Theoretically, as the largest components of a total system development, the three borough libraries should be in such positions to serve their smaller neighbors as is suggested for the state agency's responsibility to smaller operations. Practically, however, these metropolitan systems suffer from insufficient funding and staffing of their audiovisual arms. A relatively large sum in each system for a number of years will be required to bring them to the level of A. L. A. standards as given in the 1966 revision and then to exceed these standards. Certainly, these systems should exemplify performance beyond a minimum set of quantitative a/v standards, since they already exceed standards for other aspects of resources and services.

Reference is made here to the special case of the metropolitan systems to highlight the problem of definitions of resources and services with respect to the state library and systems. The possession of resources, and their maintenance, is no guarantee of positive movement toward increased use, or toward the achievement of higher levels of service - i.e., useful activity revolving around adequate resources. Therefore, the state agency's resources are seen to be the building blocks for greater services than would be possible without them. The training aspect, for example, cannot be properly expanded as a service (as a responsibility) unless materials are at hand to conduct

such sessions; unless the materials are available for all kinds of use, only limited service connections can be made. To house materials, even with no connotation toward the storekeeper/conservator function, is to limit the value of the resources unless the storage is a result of constant use and turnover.

B. State library services to systems

1. Establish a more detailed and complete audiovisual bulletin/information service which can provide a continuing source for program ideas, materials information, and systems reports (in the past, based on the use of state agency materials.)

Continue, on a larger front, the publication of information about all new film titles purchased, and expand the present available information to cover second or third choice titles which, in the opinion of the audiovisual consultant, might serve systems well, but which would not be selected for the state library's specialized collection.

2. Establish and maintain an exhibit area and information service in the future new quarters of the Division in the Mall Building, the purpose of which is to provide librarians throughout the state with a demonstration of what library developments are taking place at systems and local levels.

Such a center could collect examples of library publicity, program statements, reviews of services, etc. for consultation by visitors, or for reprinting in the audiovisual bulletin. The main direction of this exhibit and demonstration area is toward new service concepts, with particular emphasis on audiovisual activities. A recurring theme might well be the impact of audiovisual services on the total program of the library -- the role of audiovisual services in telling the library story of services to its community.

3. Finance the establishment and maintenance of union catalogs for audiovisual materials, exclusive of musical recordings, available to systems in a form easily updated and duplicated.

This consultant is aware of the attention being given to ANYLTS as a future, total processing center for libraries throughout the state. Certainly any momentum toward such a statewide service should include all forms of materials.

It might be useful to further the suggestion made by a member of the Advisory Committee: as an interim measure, until ANYLTS is fully operative, the Rochester Public Library's film catalog and the Special Services Division's catalog might be combined for use as a basic tool, to which is added, by suitable symbols, systems holdings and location information. If these data are punched on cards, duplicate copies could be produced at low cost for distribution to all systems. Additionally, some indication could be made of first choices for programs by age, subject, etc.

The eventual production of a centrally processed union audiovisual catalog of all resources in the state is a necessity for all systems, if the audiovisual concept is to be a fully integrated one for all libraries.

4. Fund a study of interlibrary loan practices for audiovisual materials, with the objective of establishing a distribution, duplication of materials, and intersystem responsibility policy statement for the most efficient and widespread distribution of these materials. The findings of this study should be incorporated in the state library's policy statement.

5. The Division of Library Development should obtain, as part of the resources in the Special Services Section, copies of audiovisual materials produced by other state departments. Information about such items

should be included constantly, as it is available, in any bulletin produced by the state library agency.

(While this recommendation relates to resources, it is suggested here as a service performed for systems at the state level.)

6. The Division should assume an active part in the development of all educational television activities (which are the responsibility of the Educational Communications Division) in the State Education Department. Such an activity might demand the services of a library service program specialist, with television experience, to provide adequate feedback, for library services purposes, from the statewide educational television enterprise.

Since much of the present closed-circuit television involves film use, the state library should maintain close liaison with the Educational Communications Division about what films are used, and from what resources they are obtained.

It would be valuable for future use to include information about videotape recorders and electronic videorecorders as part of television activities. It is entirely possible that future audiovisual materials collections may contain in great part such recording or masters, which in turn contain a full program for a variety of library uses. Information about the present state of the art should be included also in the proposed bulletin about all audiovisual activities.

7. The state library should investigate the hiring of specialist personnel whose responsibilities will be for the inservice training of librarians about audiovisual techniques, materials selection, and programming.

Concomitant with this recommendation is the matter of additional audiovisual consultant staff. Training and evaluation activities cannot be expanded, under the state library's guidance, with a staff of only one consultant. If

selection, training, participation, and evaluation are seen as necessary parts of the cycle of greater audiovisual accomplishments, it appears absolutely necessary that additional specialist personnel be procured.

These added specialists would not necessarily have to be library-trained. Persons with film arts backgrounds, experience in radio/television production, projected materials (filmstrips, slides, etc.) production experience -- all with the requisite professional degrees -- could be most useful in an expanded inservice training and demonstration program. For a long time to come, librarians and trustees throughout the state will have to be shown better and newer ways of enlarging their library's offerings. If the audiovisual concept is to flourish, it will do so only when the skills of librarians to use them match the materials resources available.

It is understood that difficulty will be encountered in the hiring and placement of such specialists. If the present advances in the state library are to be maintained, additional personnel as assistants to the audiovisual consultant are necessary. Specialists with the skills indicated may well be the only answer in today's librarian manpower shortage.

During the period between 1963 and this report, the 3-R's program has been activated in a most interesting fashion with the establishment of experimental centers for research use of specialized materials. An important aspect of this entire concept is the marshaling of specialized resources through appropriate subject strength centers for research users everywhere. However, in the analysis of the state's subject research libraries, no mention was made of relative audiovisual holdings as to subject concentration or size.<sup>6</sup>

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6 James E. Skipper. State Subject Resource Centers for the N. Y. State 3 R's Program. December 1966. Mimeo.



This report stressed a fundamental difference between typical library and research library demand -- the need for fast procurement of the lesser used materials. For the researcher, general audiovisual aids are not either easily found or usually thought to be materials necessary for research. The present datafax system is not capable of dealing with the transmission of nonprint data, although this handicap is a technical limitation capable of future remedy. More importantly, what is the relation between sources of nonprint items and sources of print in the present and future network for research needs?

The need for specialized nonprint materials by the researcher might be as valid as for print items. Such film materials as are found at Eastman House, Rochester, and the collection of music scores, etc., at the University of Rochester and Eastman School of Music are among the best in the country. The fact that such collections exist is not sufficient to consider them as active partners in the 3-R's program unless specific attention is paid to the problem of how such resources can be made available in the same way as print. Problems of local control, rarity, and other matters indicate that a great deal of preplanning is necessary to obtain wider use of all special collections.

The main point for this study is to consider whether or not additional acquisitions may be necessary for the state library's collection, beyond the levels already indicated for films and records to serve more adequately the 3-R's program. Some provision might be necessary, also, for other forms of materials in those subject areas which match the print specialty of the libraries now contracted for 3-R service. 8mm. films, slides, filmstrips, etc., could become valuable supplements to existing print research resources.

While today most research libraries are removed from audiovisual concerns, it is entirely possible that they will accumulate such aids as research demands dictate. If the state library can at that time become a supply point for such specialized demands over and above its more general function of maintaining a superior resource for public library systems, it might build a limited collection of research materials, non-duplicative of existing resources. Any funds so considered might first be utilized for supply contracts with existing special nonprint resources; if this approach is found to be unworkable, then the state library should consider the acquisition of materials.

The subject strengths analysis in the Skipper report are on the basis of existing collections. It is possible that research demand will indicate additional or different areas not presently analyzed. Such analysis is the proper responsibility of the state library as the ultimate control center for the 3-R program, and in its continuing evaluation, attention should be paid to the value of nonprint materials for research needs. A correlation between subject center requests, network handling, and kinds of materials requested, of 3-R commitment, would be useful from the very start. It is assumed that requests, if any, for nonprint materials will receive close study as to disposition within the 3-R operation.

## II. Recommendations for Library Systems

### A. Materials (resources) of all types

1. Each system should be self-sufficient in musical and non-musical recordings (tape and disc) for general use.

Systems headquarters should serve as the major supply source, from the standpoint of selection guidance, for its members. Systems recordings

collections should be built in depth, with the understanding that daily and typical use will be the responsibility of member libraries, or local units. The system strength should be demonstrated in its attention to the most useful range of recordings to be found in libraries of size. Adherence to the A. L. A. standards (1966) as a guide is a useful step, but this criterion should not be the only factor for collection building. Where it can be shown that there is a serious listening clientele, probably the collection should feature the more sophisticated materials by school of music, certain composers, etc. The same principle would hold for those systems serving areas where drama, speech, or historical needs would demand larger numbers of non-musical materials.

Systems collection should be considered resources in depth in comparison with local collections: systems should be capable of serving their members in depth, but they should not build collections with many duplicates which might serve as the replacement for local supplies of a beginning nature. There will be duplication in titles and in second copies for local collections within a system in order to deal with both popular and known needs; yet the local collection can and should show response to community demands within such size as it amasses, without dependence on the system resource for such materials.

It is assumed that, today, local libraries will not argue against the procurement of recordings on a regular and continuing basis in view of the cost, widespread home use, and understanding that such material is the literature of music. Therefore, systems should be strict in refusing to supply the easily obtained, current titles from such sources as Schwann's catalog, for example. Indeed, the system collection could be considered



a demonstration one of the more expensive and selective recording as evidence of the role of systems resources for backstopping at higher levels of demand.

Is intersystem loan of recordings warranted and/or practical? If such collections are representative of area differences, then it seems sensible to consider the loan of unusual materials between systems for local level use. However, as would be true of print items, such requests should be screened carefully to eliminate those which could be satisfied at the originating system -- i.e., no such service should be given for materials merely in heavy use, etc. No local library should be permitted to borrow from another system without its own headquarters being aware of the transaction in order to provide the best service, as well as for the system's consideration of the merit of buying a wanted item.

Union listing of recordings should result from the central processing unit (ANYLTS) now under consideration. While the problem of cataloging and classifying recordings is unresolved to the satisfaction of many librarians even today, the use of established lists as reference union guides, which show locations at systems of individual titles, could be a useful tool. Local libraries must catalog their recordings, no matter what the scheme, if the collection is to be of value. On the matter of master lists, those libraries in the state which are considered special resources for recordings might be asked to supply either full or selected portions of their shelf lists, etc., as guides for systems. A contract might be set up for such a service as a means for establishing a statewide master list similar to the master list of films.

2. Systems headquarters should maintain an adequate reference/information resource which contains a variety of audiovisual forms.

While it was stressed previously that the state should not build a collection in depth of all forms of materials, obviously if such forms as filmstrips, slides, transparencies, etc., are to be used, they must be available at the system level. However, not all systems will want or need all materials, and the selection of varying forms should be based on a combination of local resources and use demands. It is true that the long-term training responsibility will demand more of such resources for internal use than perhaps is required to serve patrons; at the same time, systems and their members should be constantly on the lookout for local sources from which to obtain such materials. The following suggested division of responsibility may be useful in setting goals for such resources in systems collections:

	<u>All</u>	<u>Some</u>	<u>None</u>
16mm film		x	
8mm film	x		
Recordings	x		
Filmstrips/slides		x	
Transparencies		x	
Art prints		x	
Solid forms (sculpture, etc)			x

Where "All" is indicated, the system should build a collection suitable as a reference one for its members, but not necessarily a resource of the greatest size; where "Some" is indicated, the system should select the most useful items; where "None" is shown, the system should not purchase, but should encourage local units to provide these items if warranted.

Related to an adequate collection of various forms is the information about it which is disseminated to local units. Systems personnel must constantly remind local libraries of the scope and depth of the system resource,

and encourage local units to both supply some materials and use the system materials to the fullest. In particular the system audiovisual consultant should be on the watch for ways to improve local knowledge of audiovisual forms within each community so as to help build an awareness of any specialities which are locally available.

3. Systems headquarters/film collections, for the nineteen operations outside of New York City, should represent a strong general interest, and should number about 300 titles (with duplicates where warranted.)

A few systems, because of rapid development of film resources and extended demands, should build collections of approximately 1,000 titles -- perhaps for systems exclusive of the Rochester Public Library. While this suggested collection size appears contrary to A. L. A. standards, a statewide service built on such numbers, tied into the superior resource at the state library, and making use, even experimentally, of a very large collection at the Syracuse Film Center, amounts to many more items for use than any single collection per se. Especially is this true if inter-system exchange of groups of titles as well as individual ones is encouraged and expedited.

It is important to remember that any suggested collection size is subject always to a changing factor -- the replacement allowance per year. As production changes, and as new needs are examined, it is probably true that at least 15% of the total titles should be replaced annually -- withdrawn, placed in other resources, duplicated, etc. There is no absolute guide for such practices, and there is also no standard manual of rules for expanding the relationships between units of library service. The standard for size, then, is really the result of combining all resources

in a common service, even though the collections are separately owned and administered. Such a policy (or operations standard) appears to be a very realistic solution to the problem of growth and numbers resulting from arbitrary total resource per system. The "joker", of course, is the speed and level of actual intersystem service resulting from the agreement of accepting this concept. For example, if duplicates only are allowed to be loaned between systems rather than the original or single title, the whole idea of sharing resources is endangered and thus the idea of a total resource is restricted to that part which is actually available for loan.

An important element for insuring the success of the shared service will be the establishment, in local libraries, of small collections of seasonal, special demand, or other films. Not all local libraries will buy these films to supply their patrons; but all local libraries should be willing to relieve systems of the need for maintaining, say, twenty-five copies of Christmas films for the limited peak period of use. Indeed, the 8mm. or super-8mm. form might be the complete replacement for any and all 16mm supplies of such a character at the local level; and systems might retire the corresponding 16mm. titles over a definite and limited number of years. If librarians fear that such a restriction will in turn seriously handicap their film service, they should pay greater attention to a more continuing and broader use of film resources than that which satisfies only a recurrent, seasonal demand.

Those local libraries which are budgeted at the level of \$4.00-\$4.50 per capita, for populations of over 10,000, should be able to afford such a minimum collection as suggested. Twenty-five 16mm. titles could cost, approximately, from \$3,000-\$5,000 initially, annually thereafter, probably

\$500 - \$1,000 will maintain the collection on a 15% replacement/enlargement commitment. The initial enterprise could be a gift, of course; and other means for financing it might be explored. Super-8mm. sound titles will cost only a small part of this sum.

(No local library should own any films without establishing a minimum service routine to care for them -- rewinds, access to commercial cleaning services, strict control of user equipment, and access to standard projectors for 8mm. and 16mm. films. If these are stressed, system and local libraries will gain greater advantage from available supplies. If this appears to be unduly warranted control by one level over another, it can be justified on the basis of the necessity for all elements of the intrasystem operation, especially local libraries, to attend to a standard of maintenance as part of the overall service.)

All materials purchased for systems use are the property of the system, not of the headquarters operation alone. If this policy is maintained, member libraries should see more clearly the relationship of system-member responsibility in purchasing, distributing, and maintaining collections of all types of materials.

Finally, no member library should purchase films for its local use without constant reference to the system's collection to avoid duplication and acquisition of materials which might better be at system level strength. It is not the matter of control which is a problem; rather, the entire concept of related and integrated collections at three levels -- state, system, local -- is dependent on such integration. The local library should have freedom to acquire material for local needs; the system should operate at the backstopping and overview of local needs level; and the state should reinforce all system requests in depth.



B. Audiovisual services at the systems level

1. Systems headquarters should take the initiative for the operation of adequate clearing-house functions dealing with audiovisual materials and service information.

Such information should encompass not only public library needs and services, but also all related audiovisual operations within the system area -- schools, colleges, special collections, etc. The earlier report suggested that local private collections be publicized and used where possible; the system information service should stress the role of the member library in ferreting out and exploring the use of collections and local expertise. It is possible that, in the future, a separate, total media authority might be created to which all user agencies belong and support, to provide the best services involving all forms of materials. Such an agency is practical where it is evident that duplication exists in resources and services; present legislation which encourages inter-agency cooperation might help support such a body.

Local libraries can supply basic materials information to their users, and they should be encouraged to add and support such simple reference services. As the need grows for more information in depth, local libraries should be aware that the system headquarters can aid them in providing the wanted information. Therefore, systems consultants of all types should strive constantly to provide local libraries with data about where to obtain basic catalogs, reviews of materials, etc., which are inexpensively and valuably a part of the local library's total materials.

2. Systems headquarters should have an audiovisual librarian as a full-time professional staff member.

Other audiovisual specialists, such as cinema art, recording, musi-

cology, and television personnel, should be considered as useful staff members; in many instances, contracts might be made with such persons for special purposes, such as to provide a series of workshops for local library personnel, etc. Any system with more than 100 titles in its film collection, and with correspondingly-sized resources of other types, should have as an absolute minimum one audiovisual librarian. Other systems, with large collections, should have larger staffs as growth and service warrant.

Clerical staff should be provided at systems headquarters with one or more professional audiovisual staff. The duties of clerical assistants for audiovisual services are different than for typical library routines, and a classification should be established, if necessary, to provide adequate placement for this special activity so as to allow for the employment of such staff with skills beyond the typical secretarial competencies -- film inspection, recordings purchasing, booking services, etc. The clerical staff can be used to help local libraries perfect the necessary routines for circulation of all audiovisual materials, and they can be responsible for a good part of the system's information service, e. g., the collection/distribution of source materials to local libraries.

For both categories -- professional and clerical -- of personnel which are not now covered by civil service ratings, attention should be paid to ways in which such a classification can be made effective (at all library levels).

3. Systems headquarters should set up and maintain inspection procedures for all films held at their headquarters, and for regular inspection of the member library collections.

Where justifiable, local inspection might be contracted with school audiovisual or commercial centers on a regular basis. It is important to

stress with all film (and other projected forms) users that these materials need adequate, regular attention, or else even small collections with high unit cost investments can become seriously impaired. The costs of servicing are not high, and this cost should be understood to be a necessary part of audiovisual service costs to each library.

4. Systems should conduct workshops for member-nonmember local libraries which furnish information about audiovisual programming with a view toward establishing more effective uses of nonprint.

These workshops should range through the selection, acquisition, and handling of materials, through program ideas and staff participation/involvement; and attention should be paid to the idea of uncovering and featuring local interest in one or more forms of audiovisual materials -- e.g., 8mm. film production of special interest and competence, tape and disc recordings of special events, etc.

A continuous feature of such workshops is the expansion of interrelated interests and knowledge between all consultant staffs. If such growth is stressed, the increased value of an audiovisual program should be more easily accepted and, therefore, more actively pushed.

### III. Intersystem considerations

For the years ahead, much attention to the total problem of intersystem relations is necessary to perfect the organization for services which has operated to date. The question of pooled resources, highlighted by the 3-R's program, has its connotations for audiovisual service. The suggestions contained in this report are aimed at reducing duplication and expanding co-operation on all fronts within the audiovisual field. One of the most difficult problems of cooperation to be faced is that which concerns the supply and availability of films. Like books, films must be on hand now for



yesterday's use, otherwise patrons become disillusioned with the claims made about the effectiveness and the innovativeness of programs using such materials. But, obviously, it is impossible for any library system to consider having on hand all of the films needed by all patrons who might use them.

A practical compromise, if not a solution, to the problem of resources is to have systems work often and hard on the matters of joint acquisitions, distribution, and evaluation of all audiovisual programming. If such meetings are called by directors, which all consultants attend to discuss broad system activities, it should be useful and simple to encourage meetings of the audiovisual consultants who would deal with this particular problem.

From such meetings can be derived recommendations for policies affecting systems and member libraries, and in turn the future activities involving the state library. At this time, with considerable progress having been made in three years on the audiovisual front, such an approach to intersystem relations appears necessary to help slow-moving systems reach the present levels of other systems, and to encourage continued and advanced responses from the forward-looking systems.

Such problems as funds for audiovisual activities should be of prime concern to systems if they seriously recognize the value of nonprint commitments. If federal grants were to cease, how would these libraries continue to meet their program needs and to expand? Where will additional funds be found to update collections, experiment with new materials and equipment, and expand the basic concept of a total resources center as the modern rationale for the public library? How can systems meet the nagging personnel drain without resorting to sharing of the few trained professionals now in audiovisual service in the state?

The answers to these and other questions are not fully supplied by a sudden surge toward intersystem activities of all kinds. But it appears that even more serious problems will arise unless an intersystem philosophy becomes apparent at all levels of intrasystem services. Joint action requires partners, and joint action on one problem can lead to joint action to solve many other difficulties. If intersystem service can become the general status rather than the rare one, certainly for audiovisual activities there will be more effective expansion along the lines which the Advisory Committee and the consultant believe to be important and necessary.

It seems fitting that the report end with the matter of intersystem concerns. The public libraries of New York state have shown already their willingness to work cooperatively on many problems, and there appears to be no reason why the audiovisual one cannot be bettered through expanded intersystem activity. The final results perhaps, will be evident when a patron at one end of the state can obtain swiftly and adequately materials from the other end; certainly audiovisual materials should be an example, related to their own fast moving nature, of how important these future intersystem relationships will be for superior library service to all citizens.

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